

INTISARI

Swamedikasi adalah tindakan penggunaan obat oleh masyarakat untuk mengurangi gejala penyakit ringan (*minor illnesses*) tanpa resep atau intervensi dokter. *Common cold* merupakan penyakit ringan pada saluran pernapasan atas disebabkan virus yang bersifat *self-limiting*, sehingga dalam pengobatannya dapat dilakukan dengan swamedikasi. Tahun 2005 Indonesia, *common cold* menduduki peringkat ke-7, sedangkan di Kabupaten Bantul tahun 2007 *common cold* merupakan kasus tertinggi. Karena prevalensi swamedikasi tinggi sebesar 87,73 % di Provinsi DIY pada tahun 2005 dan ada kecenderungan meningkat, diperlukan adanya edukasi masyarakat dalam berperilaku swamedikasi yang rasional. Penelitian ini bertujuan untuk mengetahui pengaruh edukasi terhadap perilaku swamedikasi yang meliputi pengetahuan, sikap dan tindakan. Dampak edukasi dapat dipengaruhi usia, tingkat pendidikan, tingkat pendapatan dan jenis pekerjaan.

Penelitian ini merupakan jenis penelitian *quasi eksperimental* dengan rancangan “*non-randomized pretest-posttest with control group*”. Jumlah responden sebanyak 198 terdiri dari 99 perlakuan dan 99 kontrol, dipilih secara *purposive sampling* pada tiap dusun. Teknik pengambilan data dengan kuesioner. Data dianalisis dengan uji *t*, *mann whitney*, *wilcoxon*, dan *one way anova*.

Hasil analisis menunjukkan bahwa edukasi mempengaruhi secara bermakna terhadap pengetahuan, sikap, dan tindakan perilaku swamedikasi *common cold*. Perbedaan tingkat pendidikan dan tingkat pendapatan mempengaruhi dampak edukasi terhadap nilai perilaku responden, sedangkan perbedaan usia dan jenis pekerjaan tidak mempengaruhi dampak edukasi terhadap perilaku swamedikasi.

Kata Kunci : edukasi, perubahan perilaku, swamedikasi, *common cold*

ABSTRACT

Self-medication is an action of using any medicine done by people in order to decrease symptoms of minor illnesses without prescription or intervention from medical staffs. Common cold is a minor illness at upper respiratory system caused by viruses. The viruses are self-limiting viruses, so the treatment can be done by self-medication. In 2005, common cold is in the 7th rank of diseases in Indonesia. However, in 2007, common cold cases are the highest cases in Bantul. In 2005, the medication's prevalence at DIY province is 87, 73 % and generally increase. Therefore, an education on the rational behavior of self-medication for the people is needed. This research is done for knowing influence of education toward behaviour aspect with is include knowledge, attitude, and practice. The result of the education can be influenced based on the age, educational degree, income, and job's type.

This study is quasi experimental using framework of non-randomized pretest-posttest with control group design. The respondents were 198 people; there were 99 people of treatment group and 99 people of control group. Purposive sampling was used to choose the respondents from every village. Data were taken using questionnaires. Data were analyzed using t-test, mann whitney, wilcoxon, and one way anova.

The analysis showed that the education influenced significantly on knowledge, attitude, and practice in doing the common cold self-medication. The differences in people's educational degree and income influenced the result of education towards respondents' scores. Nevertheless, the differences in age and job's type did not influence the result of education towards self-medication behaviors.

Keywords: education, changing behavior, self-medication, common cold